



WTIC-TV

ORDER

Print Date 11/02/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 386244 - 4

Original Date / Revision
09/10/12 10/16/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

| Account Executive | Order% | Start Date | End Date |
|--------------------|--------|------------|----------|
| Jordan Johannessen | 100% | | |

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1319

Alt Order # 06308858

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 18% Market Value 209861

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT | % | 0 |
| 3WFSB | 34% | 71352 |
| 4WVIT | 21% | 44070 |
| 5WTNH | 26% | 54563 |
| 6WCTX | 1% | 2098 |
| 7CABL | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 73 | \$32,108.75 | \$37,775.00 | 0.00 | 10/01/12 | 10/08/12 | 73 | \$32,108.75 | \$37,775.00 |
| Totals | 73 | \$32,108.75 | \$37,775.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|--------------------------|-------|-------------------|------------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| E 1 | 61 | 10/02/12 | 10/05/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | - 1111 - - | :30 | 4 | \$140.00 | 03 | 0.00 | NM | 4 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/01/12 | 10/07/12 | - 1111 - - | | 4 | | \$140.00 | | 0.00 | | | | | |
| E 2 | 61 | 10/02/12 | 10/05/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | - 1111 - - | :30 | 4 | \$75.00 | 03 | 0.00 | NM | 4 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/01/12 | 10/07/12 | - 1111 - - | | 4 | | \$75.00 | | 0.00 | | | | | |
| E 3 | 61 | 10/02/12 | 10/05/12 | M-F 4p-5pm M-F 4p-5pm | CM | 4p-5p | - 2222 - - | :30 | 8 | \$150.00 | 03 | 0.00 | NM | 8 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/01/12 | 10/07/12 | - 2222 - - | | 8 | | \$150.00 | | 0.00 | | | | | |
| E 4 | 61 | 10/02/12 | 10/05/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | - 1111 - - | :30 | 4 | \$75.00 | 03 | 0.00 | NM | 4 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/01/12 | 10/07/12 | - 1111 - - | | 4 | | \$75.00 | | 0.00 | | | | | |
| E 5 | 61 | 10/02/12 | 10/05/12 | | CM | 7p-730p | - 1111 - - | :30 | 4 | \$300.00 | 03 | 0.00 | NM | 4 | \$1,200.00 |



WTIC-TV

Print Date: 11/02/12

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Contract / Revision **386244- 4** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 10/16/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1319**

| | | | | | | | | | | | | | | Totals | |
|-------------|-----------|-------------------|-----------------|------------------------|-----------------------|----------------|-----------------|---------------|---------------|------------|------------|-------------|------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| | | | | M-F 7p-730p | | | | | | | | | | | |
| | | | | M-F 7p-730p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - 1111 - - | 4 | | \$300.00 | | 0.00 | | | | | | |
| E 6 | 61 | 10/02/12 | 10/05/12 | M-F 730p-8p | CM | 730p-8p | - 1111 - - | :30 | 4 | \$400.00 | 03 | 0.00 | NM | 4 | \$1,600.00 |
| | | | | M-F 730p-8p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - 1111 - - | 4 | | \$400.00 | | 0.00 | | | | | | |
| E 7 | 61 | 10/02/12 | 10/05/12 | M-F News at Ten | CM | 10p-11p | - 2222 - - | :30 | 8 | \$1,100.00 | 03 | 0.00 | NM | 8 | \$8,800.00 |
| | | | | News at Ten | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - 2222 - - | 8 | | \$1,100.00 | | 0.00 | | | | | | |
| E 8 | 61 | 10/02/12 | 10/05/12 | M-F News at 11pm | CM | 11p-1135p | - 1111 - - | :30 | 4 | \$250.00 | 03 | 0.00 | NM | 4 | \$1,000.00 |
| | | | | News at 11pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - 1111 - - | 4 | | \$250.00 | | 0.00 | | | | | | |
| E 9 | 61 | 10/02/12 | 10/05/12 | M-F 1135p-1205a | CM | 1135p-1205a | - 1111 - - | :30 | 4 | \$85.00 | 03 | 0.00 | NM | 4 | \$340.00 |
| | | | | M-F 1135p-1205a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - 1111 - - | 4 | | \$85.00 | | 0.00 | | | | | | |
| E 10 | 61 | 10/03/12 | 10/03/12 | Wed Prime A | CM | 8p-9p | - - 2 - - - - | :30 | 2 | \$2,000.00 | 03 | 0.00 | NM | 2 | \$4,000.00 |
| | | | | X-Factor | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - 2 - - - - | 2 | | \$2,000.00 | | 0.00 | | | | | | |
| E 11 | 61 | 10/04/12 | 10/04/12 | Thur Prime B | CM | 9p-10p | - - - 1 - - - | :30 | 1 | \$2,500.00 | 03 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | Glee | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - 1 - - - | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E 12 | 61 | 10/06/12 | 10/06/12 | College FB Late Game(F | CM | 7p-1030p | - - - - - 1 - | :30 | 1 | \$350.00 | 03 | 0.00 | NM | 1 | \$350.00 |
| | | | | College FB Late Game(F | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 - | 1 | | \$350.00 | | 0.00 | | | | | | |
| E 13 | 61 | 10/06/12 | 10/06/12 | Sa 10p-11p | CM | 10p-11p | - - - - - 2 - | :30 | 2 | \$600.00 | 03 | 0.00 | NM | 2 | \$1,200.00 |
| | | | | Sa 10p-11p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 2 - | 2 | | \$600.00 | | 0.00 | | | | | | |
| E 14 | 61 | 10/07/12 | 10/07/12 | NFL on FOX Early | CM | 1p-4p | - - - - - 1 | :30 | 1 | \$2,000.00 | 03 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | NFL:Sun 1-4pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 1 | 1 | | \$2,000.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | 61 | 10/01/12-10/07/12 | | NFL on FOX Early | 1p-4p | | - - - - - Su | :30 | \$1,800.00 | | 0.00 | NM | | | |
| E 15 | 61 | 10/07/12 | 10/07/12 | Su 10p-11p | CM | 10p-11p | - - - - - 2 | :30 | 2 | \$900.00 | 03 | 0.00 | NM | 2 | \$1,800.00 |
| | | | | Su 10p-11p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - 2 | 2 | | \$900.00 | | 0.00 | | | | | | |
| E 16 | 61 | 10/08/12 | 10/08/12 | M-F 6a-7a | CM | 6a-7a | 1 - - - - - | :30 | 1 | \$140.00 | 03 | 0.00 | NM | 1 | \$140.00 |
| | | | | M-F 6a-7a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | 1 - - - - - | 1 | | \$140.00 | | 0.00 | | | | | | |
| E 17 | 61 | 10/08/12 | 10/08/12 | | CM | 8a-9a | 1 - - - - - | :30 | 1 | \$75.00 | 03 | 0.00 | NM | 1 | \$75.00 |

| | | |
|--------|----|-------------|
| Totals | 73 | \$37,775.00 |
|--------|----|-------------|